

JUDGE PARKER CAMPAIGN

Order #: 2390-6907 Revision #: Date: 8/22/2012

Client: Laura Parker 386th District Court/Bexar County

Estimate: 2390

Product: Judge Parker Campaign

Media: TV

Description: LAURA PARKER/TV/2012 GEN ELECTION/SA

Flight Start Date: 10/15/2012 05:00 AM

Market: San Antonio

Primary Demo: Adults 35+

Separation between spots: 30

Buyer: H. Reynolds

Contact: Crystal Ragsdale Davis

E-Mail: crystalragsdale@woaitv.com

Phone: 476-1042

Fax: 223-2632

Affiliation: NBC

Send Billing To: Anderson Marketing Group

7420 Blanco Road Suite 200 San Antonio, TX 78216 Phone: 210.223.6233 Fax: 210.223.9692

Wks 10/15 10/22 10/29 11/5

Dur 30 0 3 3 0

STN Gross

Daypart Code

Line No

WOAI-TV

21 MTuWThF 6:00a-7:00a

NEWS 4 WOAI-6A

22 M 10:00p-10:35p

NEWS 4 WOAI-10P<

23 Su 8:00a-9:00a

MEET PRESS-SUN

27 MTuWThF 7:00a-9:00a

TODAY SHW

28 MTuWThF 6:30p-7:00p

NEWS 4 WOAI-630

33 MTu 6:00a-7:00a

NEWS 4 WOAI-6A

34 MTu 7:00a-9:00a

TODAY SHW

35 M 6:30p-7:00p

NEWS 4 WOAI-630

Total Spots: 3 9 8 4

Total GRP/GIMP(000): 7.9 26.0 22.5 12.2

Total CPP/CPN: \$4,600.00

Total Wks Cost: \$1,700.00 \$2,400.00

\$4,600.00

\$4,200.00

Total Cost: \$12,900.00

Station Monthly Summary

OCT 12 \$6,300.00 12

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Media: TV

Product: Judge Parker Campaign

Market: San Antonio

Primary Demo: Adults 35+

Separation between spots: 30

Estimate: 2390

Description: LAURA PARKER/TV/2012 GEN ELECTION/SA

Flight Start Date: 10/15/2012 05:00 AM

Flight End Date: 11/11/2012 04:59 AM

Survey: DMA Nielsen Live+SD

Buyer: H. Reynolds

Vendor: WOAI-TV

San Antonio, TX 78299

Contact: Crystal Regsdate

E-Mail: epstat@regsdate.com

Phone: 476-1042

Fax: 223-2632

7420 Blanco Road Suite 200


San Antonio, TX 78216

Phone: 210.223.6233

Fax: 210.223.9692

Send Billing To: Anderson Marketing Group

Affiliation: NBC

Signature: 

Wks 10/15 10/22 10/29 11/5

Dur

Daypart Code

STN Gross

NOV 12

Total Spots

Adults 35+

Women 25-54

Rtg/CPP

Rtg/CPP

12 24

Line No

Daypart Program

Daypart Code

STN Gross

NOV 12

Total Cost:

WOAI-TV

NOV 12

\$6,600.00

\$12,900.00

NOV 12

Total Cost:

NOV 12

\$6,600.00

\$12,900.00

NOV 12

Total Cost:

NOV 12

\$6,600.00

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NOV 12

\$6,600.00

\$12,900.00

NOV 12

Total Cost:

NOV 12

\$6,600.00

\$12,900.00

NOV 12

Total Cost:

NOV 12

\$6,600.00


ORDER



WOAI-TV

Orders	Order / Rev:	51422
	Alt Order #:	
	Product Desc:	LAURA PARKER 386TH DISTRICT CO
	Estimate:	2390
	Flight Dates:	10/15/12 - 11/11/12
	Original Date / Rev:	08/23/12 / 08/23/12
	Order Type:	GENERAL

Primary AE:	<u>House Local</u>
Sales Office:	<u>SAT</u>
Sales Region:	<u>Local</u>

	Agency	Name:	Anderson Marketing Group
		Buying Contact:	
		Billing Contact:	
			7420 Blanco Rd, Suite 200
			San Antonio, TX 78216

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Laura Parker/Pol/Rep
	Demographic:	A35+
	Product Codes:	Local Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: _____
 Order Separation: 00:15:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$6,300.00	\$5,355.00
10/29/12	11/06/12	12	\$6,600.00	\$5,610.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$6,300.00	\$5,355.00	33.90
November 2012	12	\$6,600.00	\$5,610.00	34.70
Totals	24	\$12,900.00	\$10,965.00	68.60

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Local			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WOAI-TV	15%	\$12,900.00
Market	100%	\$86,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EOAI	0%	\$0.00
KABB	15%	\$12,900.00
KENS	35%	\$30,100.00
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	35%	\$30,100.00
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N-1	WOAI	10/22/12	11/02/12	Local 6a News Local 6a News	CM	5:58a-7a	MTWTF--	:30	3	\$400.00	P-3	2.60	NM	6	\$2,400.00

Order / Rev: 51422
 Alt Order #:
 Flight Dates: 10/15/12 - 11/11/12

Advertiser: Laura Parker/Pol/Rep
 Product Desc: LAURA PARKER 386TH DISTRICT COI
 Estimate: 2390
 WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOAI	10/22/12	11/02/12	Local 6a News Local 6a News	CM	5:58a-7a	MTWTF--	:30	3	\$400.00	P-3	2.60	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$400.00		2.60			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$400.00		2.60			
N 2	WOAI	11/05/12	11/05/12	Late 10p News M-F Late 10p News M-F	CM	9:59p-10:35p	1-----	:30	1	\$950.00	P-3	3.50	NM	1	\$950.00
N 3	WOAI	10/21/12	11/04/12	Meet The Press Meet The Press	CM	8a-9a	-----1	:30	1	\$400.00	P-3	1.10	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$400.00		1.10			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----1					1	\$400.00		1.10			
N 4	WOAI	10/22/12	10/26/12	Today Show Today Show	CM	7a-9a	MTWTF--	:30	2	\$400.00	P-3	2.30	NM	2	\$800.00
N 5	WOAI	10/15/12	11/02/12	Local 630p News Local 6:30p News M-F	CM	6:30p-6:57p	MTWTF--	:30	4	\$650.00	P-3	3.40	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$650.00		3.40			
		Week: 10/22/12	10/28/12	MTWTF--					4	\$650.00		3.40			
		Week: 10/29/12	11/04/12	MTWTF--					4	\$650.00		3.40			
N 6	WOAI	11/05/12	11/06/12	Local 6a News Local 6a News	CM	5:58a-7a	MT-----	:30	1	\$400.00	P-3	2.80	NM	1	\$400.00
N 7	WOAI	11/05/12	11/06/12	Today Show Today Show	CM	7a-9a	MT-----	:30	1	\$400.00	P-3	2.30	NM	1	\$400.00
N 8	WOAI	11/05/12	11/05/12	Local 630p News Local 6:30p News M-F	CM	6:30p-6:57p	1-----	:30	1	\$650.00	P-3	3.60	NM	1	\$650.00
													Totals	24	\$12,900.00